



The Bulletin

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Filling in the service gaps in a crisis - FPA provides contraceptives to the National Programme



With funding support from the IPPF South Asia Regional Office, contraceptive commodities were donated to the Family Health Bureau (FHB) to fill the vacuum in Government supplies until regular supplies are restored.

Products handed over were 50,000 Depo Medroxyprogesterone contraceptive injections and 175,000 condoms. The FHB will distribute the items to the district Family Planning clinics to keep the national Family Planning programme uninterrupted.

*From left to right:
Sonal Gunasekera (Director Advocacy), Thushara Agus (Executive Director), Dr. Loshan Moonesinghe (National Programme Manager -FHB) and Thakshila Gamage (Assistant Director - Outreach)*

Additions to the FPA product portfolio - Going herbal!

Herbal medicine is fast becoming a popular purchase. People use herbal remedies to help prevent or cure disease. They use them to get relief from symptoms, boost energy, relax, or lose weight. FPA will partner with Ancient Nutraceuticals (Pvt) Ltd to market and distribute three products: Turmeric and black pepper, Moringa and Ashwagandha.

The Social Marketing Programme's sales staff attended product training at FPA Headquarters for the three products produced in Sri Lanka using locally sourced top-quality raw materials.

The new range will be available soon on FPA's online store: <https://lk.planet361.com/> and sold in pharmacy outlets islandwide.



Idle to Ideal - Timely transformation of FPA's Chinthana Training Centre property

A part of the FPA property in Nainamadama was cultivated with various crops in light of the economic crisis and rising costs and shortages of food.

FPA's Executive Director Thushara Agus commented on the initiative she spearheaded:

'We cultivated an acre of land at our Training Centre and distributed the crops and coconuts (from an existing plantation area) among staff members during the economic recession. It was satisfying to see the results and yield after three months. We can all make a small but meaningful contribution to our country during these difficult times.'



Comprehensive Sexuality Education - A step in the right direction!

As they grow up, young people face important decisions about relationships, sexuality, and sexual behaviour. Their choices can impact their health and well-being for the rest of their lives.

FPA Sri Lanka's CSE Programmes discuss topics such as puberty and reproduction, STIs and prevention, relationships, sexual violence prevention, body image, gender identity and sexual orientation.

Three-day sessions were held at the SMI Nursing Training School in Avissawella, Sri Vikneshwara Tamil Maha Vidyalaya in Kothmale, IVA Para Medical Campus in Batticaloa, at the National Youth Corps in Wathupitiwela, Ayisha Girls Maha Vidyalaya in Valaichenai and H & D Nursing School, Arayampathy.



Helping young people grow up to be active citizens! - Youth volunteer trainings

In humanitarian crises, there is a lack of access to sexual and reproductive health services and an increased risk of sexual and gender-based violence, unplanned pregnancy, and sexually transmitted infections. Advocating for and responding to the sexual and reproductive needs of people in humanitarian settings is a key priority of FPA.

A total of 50 youth volunteers from the Nuwara Eliya and Galle districts were trained to prepare them as leaders and responders in an emergency situation. FPA Sri Lanka coordinates with the Disaster Management Centre when responding to a crisis in the country.

Key topics discussed were: The Minimum Initial Service Package (MISP) provision in a crisis, human sexuality, reproductive systems and functions, emerging SRH issues and psychosocial support in emergencies and sexual gender based violence.



Access Matters: Onsite healthcare for employees

By offering general and sexual, and reproductive healthcare services, employers remove a huge barrier to access and benefit from a healthier, happier, more productive workforce. Through partnerships with FPA's Service Delivery Points, mobile health clinics were held at the following locations: MAS Linea Aqua Hanwella, MAS Kreedha Synergy, Avissawella, Midas Safety Lanka (Pvt) Ltd, Avissawella.

The FPA Suwa Sewa Centre in Batticaloa conducted an SRH mobile health clinic for sanitation workers attached to the Koralaipathu, Valaichena Pradeshiya Sabha in Valaichenai.



A capacity-building training programme for the Medical Laboratory Technologists attached to the seven Service Delivery Points was conducted on 29th and 30th July 2022. The training was facilitated by the AMRAK Institute of Medical Sciences, a training institute affiliated with the Durdans Hospital, Colombo. It was organized to train the Medical Laboratory Technologists to provide cervical cytology analysis services.

The extensive training included both theoretical and practical sessions on procedures to follow in PAP smear sample collection, PAP smear reporting and follow-up instructions, fixing and staining procedures.

Raising awareness of the importance of pre & postnatal care



Pregnancy can be many things – exciting, scary, and overwhelming, to name a few. The overall well-being of a pregnant woman is essential. Creating a healthy pregnancy includes:

- *Managing personal health concerns.
- *Practising healthy behaviours.
- *Meeting nutrition needs.
- *Increasing your knowledge of child development and reducing stress, and preparing for the child's birth.

After delivery, mothers go through several emotional and physical changes as they learn to take care of their newborns. Mothers and newborns require support and careful monitoring after birth.

An awareness programme on antenatal and postnatal care was organized by FPA's Seethawka Service Delivery Point and carried out at MAS Linea Aqua, Seethawaka. Pregnant mothers from Linea Aqua, Orit Apparels and Midas Safety Sri Lanka were in attendance.



FPA Sri Lanka, represented by the Executive Director, Thushara Agus, signed new lease agreements for the Seethawaka and Koggala Service Delivery Points located at the EPZs.

FPA's Workplace Service Delivery programme, particularly in the Industrial Zones is designed and in place to address the needs of this key group of young men and women engaged in work at their convenience.

Provincial training programmes for youth - Northern, Southern & Central province



For young people, discussing sexual and reproductive health can be awkward. The three-day residential workshops helped young people discuss topics surrounding sexual and reproductive health (SRH) that are often challenging to discuss. They learnt skills to conceptualise stories relating to SRH and Rights through mobile journalism (MoJo), conduct interviews using various techniques, and the basics of photography, filming and film editing.

For more information on this project, [click here](#).

To view participant testimonials, [click here](#).



Suhashana Wijayaratna
Senior Manager - Advocacy



Nipuna Vithanage
Accounts Executive



Dilshan Manawadu
Accountant



The National STD/AIDS Control Programme (NSACP) of the Ministry of Health conducted a one-day training programme on Counselling and Psychosocial Support for outreach workers, Community Based Organization (CBO officers) and FPA staff working for the National Key Population HIV prevention programme in Colombo. The sessions were conducted by Dr Geethani Samaraweera, Consultant Venereologist, Dr Nimali Jayasuriya, Consultant Venereologist and other resource persons from the NSACP. The programme was held at the FPA Headquarters Auditorium.

For World Health Worker Week 2022 - Spotlight on health workers fighting HIV in Sri Lanka

The Community Center and Health Clinic in Slave Island was highlighted in this feature article by The Global Fund. The team provides HIV prevention, testing and care to people who inject drugs, a key population group who are up to 35 times more likely to acquire HIV compared to other adults.

Click [here](#) to view.



D2D Care; SRH Services at your doorstep!



The Monitoring and Evaluation Unit (M&E) of FPA Sri Lanka launched a mobile application to support the community-based service programme at the 06 Suwa Sewa Centres; Seethawaka, Wathupitiwala, Koggala, Nuwara Eliya, Batticaloa and Ampara. Thirty Volunteer Health Assistants (VHAs) attached to the Centres conduct home visits, identify clients who need SRH services and provide the initial services, including Family Planning Services, Pregnancy Tests, Manual Breast Examination, Counselling on cervical and breast cancer screening, counselling on sexually transmitted diseases and distribution of commodities to their doorsteps.



Clients needing additional services are referred to the nearest Suwa Sewa Centre or MOH clinic for further screening and treatment. The newly developed mobile application supports the VHAs for recording and reporting service statistics, including stock management. The mobile application supports all three languages (Sinhala, Tamil and English), both Android and Apple technology, generation of progress reports and offline data recording.



D2D Care App can be [downloaded using the Google Play Store](#)



A community-based, cross-sectional study by the M & E Unit titled 'Knowledge, Attitudes and Practices on Unintended Pregnancy and Unsafe Abortion among Female Factory Workers in a Selected Export Processing Zone of Sri Lanka' was published.

Click [here](#) to view the synopsis.

'PRISM' Training for Member Associations in the South Asian Region

FPA's M&E and Finance Unit collaboratively conducted a Virtual Training Session on IPPF's PRISM system in July. Programme and Finance staff from the IPPF SARO office and the Member Associations of Afghanistan, India, Maldives, Nepal and Bhutan attended.

Janaranga Dewasurendra (Assistant Director - M&E) demonstrated the Annual Planning and Reporting session, and Ganga Shyamalee (Assistant Director - Finance) the finance reporting session.

IPPF PRISM is a web-based system used for Annual Planning, Logistic management, and reporting. This has been developed by IPPF and launched in 2018 and currently, most of the Member Associations work with the PRISM system.



Data Management Strategy (DMS) Training

The Monitoring and Evaluation programme focal points from IPPF London Office, Regional Office secretariats from ESEAOR and IPPF, South Asia Region (SARO), and Member Associations of Indonesia, Malaysia, Papua New Guinea, India, Nepal, and Sri Lanka came together in Kuala Lumpur in August for a 5-day Data Management Strategy (DMS) Training.

IPPF's DMS serves as a statement of principles for data management across the Federation and an action guide. The strategy describes how data should be governed, how the data quality can be improved and maintained, and how the data can be accessed and used so that its potential value to all users is maximized while maintaining appropriate levels of confidentiality and security. The strategy starts from an overall vision for data management within IPPF. The values that underpin this vision align with IPPF's values as a Federation where quality data is a critical asset that drives decision-making and ensures sexual and reproductive health and rights for all. Overall, the strategy will be a call to action for everyone in IPPF and a guide for plans moving forward.

Through this training, IPPF's Regional Offices and Member Associations were expected to articulate the relevance of the IPPF Data Management Strategy and Implementation Plan in their organizational context, develop a realistic, time-bound, practical action plan to implement the DMS and align with the new Strategic Framework and the Results Framework.



Suchira Suranga (Director Organizational Learning & Evaluation - FPASL) facilitated the training virtually on Data Management and Visualization. Janaranga Dewasurendra (Assistant Director - M&E) was at the workshop and conducted the sessions on Data Utilization and Data Management Culture.

Social Media Campaigns



'Better Together' campaign

Wijeya Newspapers, together with iProbono, FPA Sri Lanka and IPPF SARO, launched the Better Together series, a groundbreaking new campaign calling to end all forms of discrimination against Sri Lanka's LGBTIQ+ community. The series features stories and interviews from prominent Sri Lankan political, sports and corporate personalities who are supporters and allies of the LGBTIQ+ community. The Family Planning Association Sri Lanka, International Planned Parenthood Federation South Asia Region, and Wunderman Thompson are collaborative partners. Click to view the episodes below.

- [Better Together | Episode 01 | Mahela Jayawardene](#)
- [Better Together | Episode 02 | Harini Amarasuriya](#)
- [Better Together | Episode 03 | Umara Sinhawansa](#)
- [Better Together | Episode 04 | Dr Harsha de Silva](#)
- [Better Together | Episode 05 | Jeevan Thondaman](#)
- [Better Together | Episode 06 | Mr. Krishan Balendra & Ms. Kumudu Munasinghe](#)

Soft launch of 'Ask Sri!', a friendly chatbot answering common questions around sexual health and wellbeing

In Sri Lanka, effective sex education and youth-friendly accessible counselling services are significantly lacking in quantity and quality to serve the unmet needs of the fast-growing youth population. 'Ask Sri!' aims to fill this gap in our education system by creating a safe, virtual space for anyone to converse about safe sex, dispel sex-related myths and taboos, discuss contraception, and address mental health concerns.

'Ask Sri!' is available in English, Sinhala, and Tamil and can be accessed via <http://www.fpasrilanka.org/ask-sri> and is linked to FPA's Happy Life clinic, where trained counsellors will assist if Sri cannot answer your question.



Sexual Health Day - September 4th

Arka Initiative spearheaded the second Pap smear testing drive, which FPA partnered with. Pap smears are a lifesaving screening tool for cervical cancer. The test can detect abnormal cells in the cervix before they become cancerous. Information on cervical cancer and the testing process was shared on media channels. Thirty clients attended the clinic. Click [here](#) to view some client testimonials.



Social Media Campaigns



World Contraception Day - September 26

26 September has been designated World Contraception Day to focus on the rights of all couples and individuals to decide freely and responsibly on the number and spacing of their children.

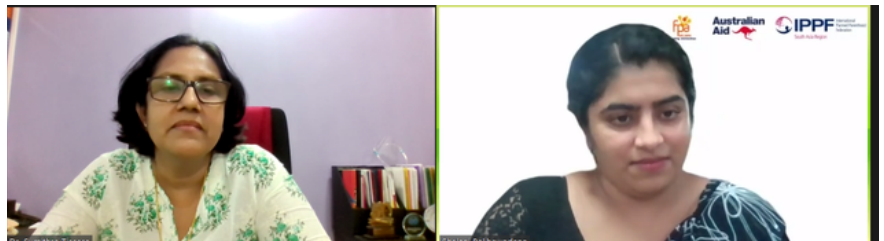
To adapt to changing times and situations, FPA has a variety of service delivery mechanisms to enable reach and access to quality sexual and reproductive healthcare comprising products and services.

A video was created and launched under the purview of the IPPF SARO and Australian Aid's (DFAT- (Department of Foreign Affairs and Trade) RESPOND project. Click to [view](#).

Through **DOC 990**, FPA has commenced providing **Telemedicine** services. By using the Doc 990 app, you can get a free consultation for sexual and reproductive health-related services. Click to [view](#) the introductory video.

A FB LIVE session was held on the topic 'ජීවිතයට ගැලපෙන පවුල් සැලසුමක්'. Dr. Sumithra Tissera was the speaker.

[Click to view.](#)



Volunteer Column

INFERTILITY: NOT AN ALL OR NOTHING CONVERSATION

Tarangee Mutucumarana
Attorney-at-Law, Barrister-at-Law
FPA YTAC Member

Infertility is defined as not being able to get pregnant or conceive after one year or longer of unprotected sex. As fertility in women is known to decline steadily with age, some doctors evaluate and treat women aged 35 years or older after 6 months of unprotected sex.

There are two types of infertility: primary infertility, where someone who's never conceived a child in the past has difficulty conceiving and secondary infertility, where someone who has had 1 or more pregnancies in the past is having difficulty conceiving again.

Pregnancy is the result of a process that has many steps. To get pregnant, a woman's body must release an egg, a man's sperm must join with the egg along the way, the fertilized egg must go to the womb and the embryo must attach to the inside of the uterus. Infertility may result from a problem with any or several of these steps. Therefore, infertility is not always a woman's problem. Both men and women can contribute to infertility.

How is infertility caused?

Women can be infertile due to problems with ovulation. Ovulation problems can be a result of: polycystic ovary syndrome (PCOS), diminished ovarian reserve, fallopian tube obstruction, physical characteristics of the uterus, endometriosis, stress or menopause. Some health problems increase the risk of infertility. Hence, women with irregular periods or no menstrual periods, a history of pelvic inflammatory disease or a history of more than one miscarriage, should not delay seeing a doctor when they are trying to become pregnant.

Men can be infertile due to poor quality semen, hormonal and genetic disorders or disruption of testicular or ejaculatory function through trauma to the testes and medical conditions. Prior hernia surgery, exposure to testosterone, prior use of chemotherapy, a history of infertility with another partner and sexual dysfunction are some of the health problems that increase the risk of infertility for men.

Age, smoking, excessive alcohol and drug use, being overweight or underweight, certain medications, sexually transmitted diseases, environmental toxins and high temperatures can increase infertility in both sexes.

When to see a doctor

Experts suggest women younger than 35 years with no apparent health or fertility problems and regular menstrual cycles should try to conceive for at least one year before seeing a reproductive endocrinologist, a doctor who specializes in managing infertility. However, women aged 35 years or older, should see an endocrinologist after 6 months of trying unsuccessfully. Women over 40 years may consider seeking more immediate evaluation and treatment.

Doctors know if one is infertile by collecting medical and sexual history from both partners. The initial evaluation usually includes a semen analysis, a tubal evaluation, and ovarian reserve testing.

Infertility can be treated with medicine, surgery, artificial insemination or assisted reproductive technology such as in vitro fertilization (IVF). Often, medication and artificial insemination are used at the same time. Doctors recommend specific treatments depending on the factors contributing to infertility, the duration of infertility, age and the couple’s treatment preference.

It is advised for a couple to see a doctor before trying to get pregnant as they can assist in getting your body ready for a healthy baby, can answer questions on fertility and give advice on conceiving.

Conceiving isn’t always easy. The fertility process is an emotional roller coaster and it is easy to get discouraged. If you and your spouse are having fertility difficulty, you’re not alone. Staying positive is an extremely important part of your fertility journey. Be gentle with yourself knowing that you’re doing the best you can and that even miracles take a little time.

IN FOCUS

*In conversation with Amila Gunasekara
Deputy Director - Brands*



Tell us a bit about yourself. What inspires you to do this job?

I have been a Marketing, Branding and Digital Platform professional for 11 years.

I completed my Masters in Business Administration from Cardiff Metropolitan University, UK. I first got into marketing as a Marketing Trainee in 2003 with Ceylinco Consolidated Group. Then I joined Emirates Business Management Group (Aspire Education) as the Assistant Manager - Marketing for about three years. I joined in 2011 as Assistant Director- Brands for FPA’s Social Marketing Programme (SMP), reporting to Mr. Suhail Junaid, Director- Marketing, and in 2022 I was promoted to Deputy Director - Brands.

In my downtime, I enjoy travelling, music and photography.

FPA Sri Lanka is the first NGO / Pharmaceutical organization I have worked for. When I joined, my priority was understanding the whole product portfolio and services offered and getting to know the organizational culture and people. From 2011 to the present, I have managed various projects and responsibilities under the visionary leadership of our Executive Director - Ms. Thushara Agus and the inspirational guidance provided by Mr. Suhail Junaid. These great personalities took various risks with me on this inspirational journey at FPA Sri Lanka.

As you joined in 2011, what can you share about the acceptance of contraception in Sri Lanka. How has it changed?

The acceptance levels have progressed positively from being taboo. You get buyers who are open and accepting of contraception, those who were used to one product but are now willing to try new products, and those who have moved from traditional pharmacy shopping to online purchases. In the past, only men would shop for a condom or an emergency contraceptive, but now we see females too becoming consumers. These aspects are crucial for Sri Lanka and the rest of the world to take note of. When you run a data-driven fact check on the contraceptive market in the last decade, the numbers and sales volumes are steadily growing. Additionally, due to the fierce rivalry in the contraceptive industry, Sri Lanka’s contraceptive market conditions are always challenging.

The social marketing programme in FPA Sri Lanka has a direct and positive contribution to the current contraceptive market in Sri Lanka. FPA has a market share of approximately 75% (government supply not considered) of the total contraceptives sold in the country. With the guidance of the current leadership, we have more than doubled the organization's revenue during the last decade and are expected to exceed Rs. 1 Billion by the end of 2022. Varied contraceptives are offered from the lowest to premium price.

As I write for this interview, due to the devaluation of the LKR, we sell a Preethi condom for Rs. 100/= and the SKYN Condom for Rs. 400/=, i.e., the lowest and most expensive condoms in the Sri Lankan market. Customer intelligence towards contraceptives has changed immeasurably in the past years due to modern engagement mechanisms, advanced technology, social media presence, and supply chain initiatives. Customers are more exposed to products and have access to contraceptives via online web-based platforms and social media channels. Customers can use the anonymous and confidential chat feature to get expert advice from an FPA medical. The taboo and physiological barriers to contraceptives still exist, but some are ready to challenge the myths and social norms. We as an organization continue raising awareness to dispel misconceptions and untruths.

As Deputy Director of Brands, how do you manage FPA's product portfolio on the ground and online, building brand awareness and expanding reach and sales?

Compared to the current competition, FPA has the most contraceptives under one roof, which aids in our operations-wide market share growth. The product line comprises condoms, lubricants, oral and emergency contraceptive pills, injections, and IUCDs. Globally renowned pharmaceutical companies produce all of these contraceptives. We can get a competitive advantage in some market segments by using well-evaluated research and development data, which enables us to increase our market share across several segments.

With a list of more than 3000 pharmacies, grocery stores, supermarkets, and other establishments, we can supply our contraceptives island-wide thanks to the well-organized distribution system. Since the epidemic began in 2020 and the current economic crisis, it has helped us improve our online delivery, which has grown significantly over the past three years.

The biggest challenge we face as a marketing team is building brand awareness. Contraceptives are under a very strict legal framework under government authority. Only a few categories, such as condoms and lubricants, are allowed to be advertised in ATL and BTL (Above the line and below the line marketing) platforms. Strong social media platforms created for key brands like Preethi, Stamina, and SKYN encourage customer conversation and build brand awareness.

In addition to the above, we promote our products to health care professionals highlighting the quality, costs etc., of our products through a medical delegate which helps to keep a close relationship with them, who, in return, endorse our brands to their clients.

The contraceptive market is dynamic. What are the current challenges faced in marketing our products and the strategies used to overcome such?

The contraceptive market is very dynamic, active and highly competitive. Due to restrictions enforced by authorities in Sri Lanka, companies such as FPA Sri Lanka have a very limited framework to market our products actively. We have a strong sales and marketing team managing Point of Sale Marketing (POSM) activities and distributing contraceptives island-wide. The key challenge directly impacting our distribution channel is the ongoing fuel crisis. Due to the current limitation of issuing fuel, the delivery of contraceptives is very limited. The crisis, however, prompts growth in online sales with instant delivery with the assistance of third-party Apps and websites.

And the next big challenge is increasing product awareness despite the restrictions. To address the same, currently, FPA has a solid social media presence on a few key condom products, such as Preethi, Stamina and SKYN. Social and digital media platforms are dedicated to increasing product awareness on segmented and targeted audiences while maintaining product identity/brand and USP- unique selling point, to engage with customers.

With the assistance of SEAP/IPPF, we are currently successfully running our E-commerce platform (lk.planet361.com), a 100% web-based online platform where any consumer may order from our portfolio with island-wide delivery.

How did digital expansion and social media help keep people hooked and loyal to the brands during the pandemic?

Our social and digital media platforms became highly active and peaked during the pandemic and post-pandemic stages during 2020 – 2022 and continue to do so. Even before the pandemic, brand pages for Preethi and Stamina had high user engagement and are popular platforms among the different target groups and audiences. During the pandemic, our social media engagement was recorded as the highest ever due to the content, customer engagement, interaction via comments, DM's etc. As content creators, we ensure we catch the customers' attention. Especially the content we create for social media always reflects an ongoing incident or related and popular topic for that specific time. This ensures continuous customer engagement.

You manage a few product pages on Facebook, leveraging marketing with quirk and humour. How has it helped the brand? Any tangible results that you would like to share?

Based on factors including packaging, behaviour, features, and other characteristics, the majority of contraceptives fall within the category of Dark Market products. So, to develop content for the chosen brand without harming the brand or company image, we use either a positive or negative marketing strategy. According to research conducted in 2019, the Preethi Brand was placed among Sri Lanka's top 25 newly growing digital brands. The audience is well aware of the minimalistic and creative content shared by the page administrators. They always provide feedback via a comment, post sharing or a DM to the page.

What will be the marketing strategy and the way forward for each brand?

Sri Lanka is currently experiencing the most significant economic crisis we have ever faced with a concerning inflation rate. As an organization, we have to face some challenging times ahead. As a result, we bear a major responsibility for ensuring that contraceptives are readily available.

Here are a few marketing techniques to use as we move ahead with our brands to increase the market share for contraceptives that FPA Sri Lanka currently holds;

- Content Marketing (Social & Digital Media)
- Growing the modern trade presence – expansion to supermarkets and mini markets
- Have bold media campaigns with strategic partners
- Further develop E-commerce and web-based selling
- Controversial Marketing/Shock advertising – is a tactic whereby a brand intentionally offends or surprises the audience. The aim is to generate debate, discussion, and subsequent buzz around the brand.
- Agile Marketing
- Moment Marketing

What other products would you like to see added to the portfolio and why?

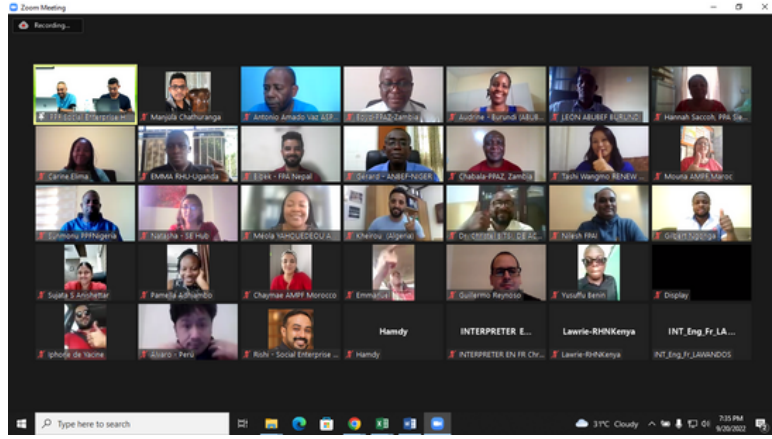
With the recent developments in the contraceptive market, as an organization, we would consider adding more SRH-related products to our portfolio in the coming years through our globally recognized suppliers. With the advice from FPA's Technical Advisory Committees, we would like to introduce lifestyle and nutritional supplement-based products to our portfolio in the near future.

We are also checking on more locally manufactured products in the short term due to difficulties importing products due to the shortage of USD in the country.

Any words of encouragement or learning that you would like to share?

The most crucial lesson I've learnt about my job in the last ten years is always to be optimistic and work hard. Having a positive mindset and taking appropriate risks are the keys to success. Even when the odds are in your favour, always seek guidance from the experts. Attempt to learn something new even in unfavourable circumstances.

Every human has the right to access health care. As a key contributor, we ensure everyone has the right to access health services with zero discrimination.



The Global Social Enterprise Internship organized by IPPF's Social Enterprise Hub took place from 12th - 23rd September. The Internship programme was initiated in 2019 as an on-site event. This year's event was held online, as it was in 2021, and participants represented the third batch of interns. The daily session duration was 4.5 - 5 hours a day.

30 participants from 19 affiliated organizations representing 4 IPPF regions attended the virtual sessions live-streamed via Zoom from FPA Sri Lanka. The comprehensive curriculum was delivered by external expert facilitators, entrepreneurs, IPPF, MA and FPA Staff. Some training methodologies were synchronous eLearning, trainer-led sessions, group collaboration discussions, panel discussions, intermittent Q & A forums, online tools, interactive discussions, and experience sharing. 'The Buzz', an inspirational short video series featuring renowned Sri Lankan business leaders and entrepreneurs sharing their knowledge, experiences, challenges and practical tips on building a successful enterprise, were showcased throughout the event. Simultaneous French interpretations of the sessions were provided together with translated workshop content materials.

Some participants shared their experiences with the group on the closing day. It was followed by the certificate awarding ceremony, graced by well-wishers from the Federation, Executive Directors and Senior Management teams of the participants, trainers and external personnel.

This capacity-building internship aimed to enhance entrepreneurial knowledge and business acumen in enterprise development. The training included technical business skills and soft skills so that the participants would be better equipped to work on their start-up ideas or grow their existing social enterprise activities. Income generated by SEs enhances financial sustainability by reducing dependence on donors or the budgets of grant giving foundations/government agencies.

An announcement was made on the Market Research Consultancy (Using the SE Hub's Market Research Framework, developed exclusively for IPPF MAs - a guide on how to carry out an effective market research) on offer, which includes undertaking market research for a few high-potential MAs. The research and final recommendations will pave the way to support the MA in developing their business plan and implementing the next steps.



Rishikeshan & Manjula - The Hub Team



Executive Director Thushara Agus was a panel member and speaker at the workshop

The Hub will continue to work closely with the Internship Delegates and their organizations to guide them on the next steps and provide technical assistance or further training if required. All interns are required to submit an 'Action Log', which will comprise information on their learning points, actions to be taken at the MA to start/expand an SE, and realistic timelines.

Online teaching/training involves careful planning and interventions to keep the participants engaged. The group activities, particularly the icebreakers, encouraged a sense of community and informal conversations, building camaraderie and networking skills.

Agenda and Session Topics: [Click here to view](#).
 Excerpts from some of the participants on their workshop experience: [Click here](#).
 To view Photo Album: [Click here](#).



Amila, Deputy Director Brands, shared insight into the Planet361 online store

“ A high sense of achievement and satisfaction having led, designed and delivered the 3rd Global Social Enterprise Internship as part of the SE programme, which is currently overseen and in its 5th year of administration by FPA Sri Lanka. This 3rd batch of attendees has perhaps been our most challenging batch of participants due to multiple reasons, but equally, we are optimistic that many of them will implement the knowledge gained to formulate and implement social enterprise models that will eventually play a part in strengthening their organization's sustainability.

Rishikeshan Thiyagaraja
 Assistant Director - IPPF Social Enterprise Hub

“ The 3rd Global Internship was one of the most important activities of the SE Hub in 2022. The internship was designed to meet the competency gaps identified in the mapping exercise carried out by the SE Hub. Participants had a chance to work with industry professionals and now have gained an opportunity to put the theory they learnt to practice at their organization and in whatever activity they are focused on to build a sustainable social enterprise. The internship also facilitated trainees to learn from other MAs through experience sharing.

Manjula Liyanage
 Capacity Building Office - IPPF Social Enterprise Hub

The Social Enterprise Acceleration Program (SEAP) is an IPPF centric programme managed from FPA Sri Lanka via the SE Hub.



News from the Federation

IPPF endorses pleasure-inclusive sexual health via the Pleasure Principles



The seven principles, which include putting rights first, embracing learning, and loving yourself, promote a sex-positive, pleasure-based approach to sex and sexual health as opposed to standard prevention framing, which focuses only on avoiding pregnancy and sexually-transmitted infections (STIs).

The Pleasure Principles are backed by new research with the World Health Organization, which shows that including sexual pleasure in sexual health education improves condom use compared to those that don't and increases knowledge and positive attitudes about sex, ultimately leading to better, safer sex and saving lives in the process.

IPPF is adjusting to the shifting landscape of sexual health needs with seven pleasure-filled commitments, including incorporating staff training on pleasure-based sexual health and working with The Pleasure Project to integrate pleasure into more of its sexual and reproductive health programmes. The organization will also ensure that pleasure is a guiding principle in its upcoming 2023-2028 organizational strategy.

New Board of Directors appointed at FPA AGM



FPA Sri Lanka's 51st Annual General Meeting took place on the 3rd of September at the Water's Edge Hotel at which a new Board of Directors was elected for the 2022 - 2024 period.

FPA Sri Lanka's 51st Annual General Meeting took place on the 3rd of September at the Water's Edge Hotel at which a new Board of Directors was elected for the 2022 - 2024 period.

The main body of governance of the Association is the Board of Directors. All operational level decisions are made by the Senior Management Team, while policy-related decisions are taken at the Board level so as to maintain credibility, accountability and transparency. The five Technical Advisory Committees are tasked with specific operational and administrative areas.

We sincerely thank the members of the past National Council for their service and dedication during their tenure.

Appointees for 2022 - 2024

President: Aruni Marcelline

Vice President: Kusum De Silva

Treasurer: Lakshan Seneviratne

General Secretary: Anuki Premachandra

Asst. Treasurer: Sanath Wijesinghe

Asst. Secretary: Samantha De Silva

Chairperson Medical: Dr. Sanath Lanerolle

Chairperson Youth Services: Rashmika Balasubramaniam

Chairperson Policy, Strategy & Communication: Dakshitha Wickramaratne

Chairperson Treasury Management: Amali David

Chairperson MarCom: Shehara De Silva



Past President Chandima Gunawardena shares, in brief, his journey as a volunteer at FPA and his tenure in leading the National Council from 2018 - 2022. [Click to view.](#)

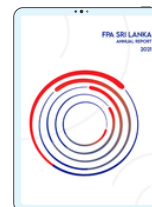


I look forward to heading an enthusiastic, committed team and build upon the tremendous work, initiatives and services done over the years since 1953 and I have no doubt given our strong values: passion, volunteerism, accountability, diversity and inclusiveness, that we will continue to fulfil our mission: to advocate Sexual and Reproductive Health Rights and provide services whilst maintaining sustainability and volunteerism to improve quality of life.

No doubt the world has changed due to the unprecedented effects of COVID-19 since 2020. We will face many challenges. Economic turbulence currently being faced and the headwinds ahead of us for sure test our resolve and commitment. We will need out-of-the-box thinking, and operate a lean and mean model ensuring efficiency and sustainability with an emphasis on transparency and accountability.

My role along with the Board of Directors is more advisory, and we will leave the operations of the organization in the capable hands of the Executive Director and her team. With clear understanding and cooperation, we must aim to achieve in making the FPASL a model to showcase and emulate as a member of the IPPF.

Aruni Marcelline
President
Board of Directors - FPA Sri Lanka



2021 Annual Report.
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We like to hear your views and suggestions

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